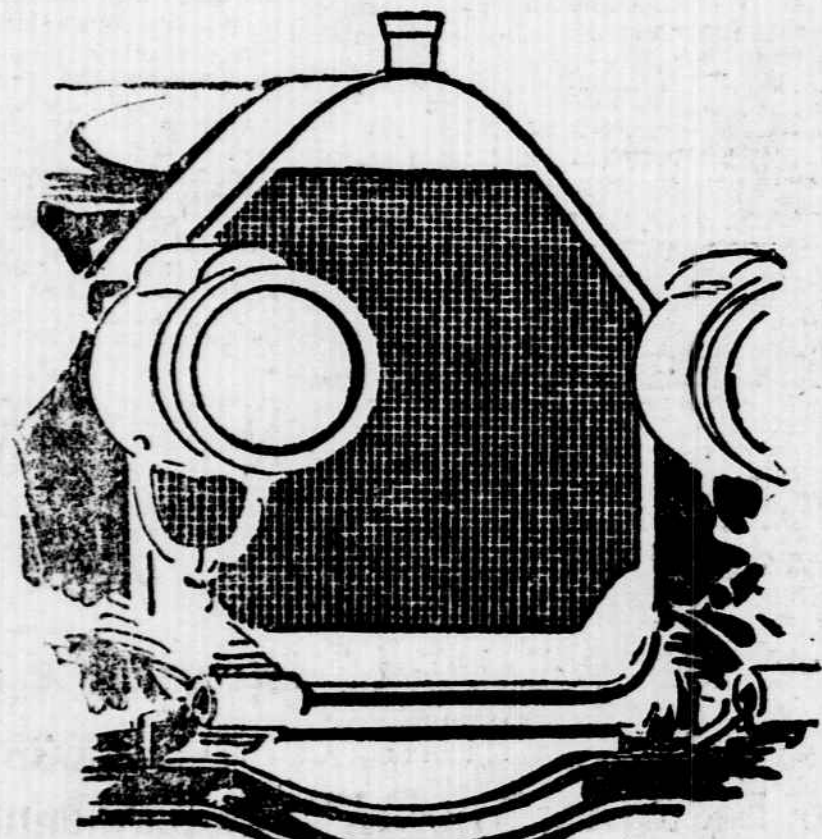


MAXWELL SPECIAL, \$1280 (top extra)

This Big New Maxwell for \$1280

A 36 h p Touring Car

1912's Undisputed Leader



POWER, STYLE and RIGHT PRICE will determine the successful car of 1912. In building the new MAXWELL SPECIAL, the 36-horsepower Touring Car for \$1280, the United States Motor Company has developed these elements to their utmost. Never before has such a car been offered at this price.

We realized that most cars today are reliable and efficient. Therefore, we set out to build a car that would outclass all others in these three essentials.

We instructed our corps of engineers to embody abundant power and surpassing style in this new car, knowing that our purchasing and manufacturing facilities enabled us to build the car at a lower price than any of our competitors.

When we were satisfied with the car, we found we could fix the price at the surprisingly low figure of \$1280.

The new 36-h.p. Maxwell Special assumes instant leadership for 1912.

POWER The Secret of power in this new Maxwell Special is its 44 x 54 long stroke, smooth-running motor. Large valves, adjustable push rods, self-contained automatic oiling system, Stromberg carburetor, dual ignition with Splitdorf magneto and batteries, combine to produce more power and greater speed than will ever be needed.

The power is there for emergencies. Gear shifting is reduced to a minimum, as this car takes the steepest hills with ease.

Other mechanical features include large clutch discs, full-floating rear axle, sliding-gear transmission, drop-forged "I"-beam front axle and Columbia Honeycomb type of radiator. Wheel-base, 114 inches.

STYLE This new ventilated fore-door, flush-side vestibuled steel body, with inside control, is the very latest thing in motor-car design. Its sweeping curves with a Columbia Honeycomb type radiator, new designed bonnet, and long, smooth flush-sides are strikingly beautiful. Finished in Royal green with Wedgwood green wheels and black upholstery, deep and well tufted, this car has an atmosphere found only in the most expensive cars. It is an aristocrat; the most artistic creation of the season.

PRICE The price of this car is made possible by the unequalled factory facilities of the United States Motor Company, now recognized as the leading builders of automobiles in America. No car selling for \$500 more than the price we ask can match the Maxwell Special. Comparison with other cars will prove this statement beyond argument. We urge comparison.

Other Maxwell Models for 1912

In addition, we announce:
The Maxwell Mercury, a 30-h.p. mile-a-minute Roadster, for \$1150.
The Maxwell Mascotte, a 25-h.p. Touring Car, for \$980; or a Roadster body for \$950.
The Maxwell Messenger, a 16-h.p. Runabout, at \$600.

All these cars are ready for August delivery at our 25 branches and 1800 dealers—so act promptly. Advance catalogue is just off the press. Send for it.



Maxwell

MAXWELL-BRISCOE MOTOR COMPANY, Broadway at 61st Street, NEW YORK

Division of UNITED STATES MOTOR COMPANY

SOLD BY UNITED MOTOR WASHINGTON CO.

1321 14th Street N.W. and by Dealers Everywhere

1912 MAXWELL "SPECIAL."



MOTORING

(Continued from Eleventh Page.)

day on Wednesday, November 29, has come up.
It is understood that the Savannah Automobile Club will be connected with on the subject. Such an arrangement would give a heavy car race, the Vanderbilt, Monday; two light car contests, the Savannah and Tiedeman trophy events, Wednesday, and the grand prize the following day. The plan looks advisable enough, the only doubt being as to whether public interest would hold for three separate races. But the promoters say that Savannah has risen to situations so splendidly in the past that the city would again show its ability to cope with the three meetings.

Women of fashion in Newport are driving their own automobiles this season to an unprecedented extent. The names of the young women who have come in for this thing are numbered by the score and include many of the well known leaders at that resort. This, however, is not peculiar to Newport. It has been noticeable this year in many other cities, and general opinion is that the women are not only as careful drivers as the men, but are even more so.

With the present-day renewal of travel by road there is becoming more apparent the imperative need of a comprehensive system of sign-posting the highways. This work is occupying much of the attention of the touring information board of the American Automobile Association, and as a result a large part of Chairman Longstreth's correspondence with the 300 clubs of the national organization has to do with this subject.

American Automobile Association clubs have spent substantial sums in marking the roads in their respective vicinities, and motorists generally have benefited by this now essential adjunct to aid the traveler who covers not only his own state but goes beyond its confines. However it strikes his fancy. Since such a large and growing class are now to be served in this manner the conviction has become fixed that the duty is one which devolves upon city, county and state authorities, with particular reference to state routes, which serve as lines of interstate communication.

Indicating the wide extent to which the American Automobile Association is interesting itself in this matter were recent conferences involving its officers and state authorities in different parts of the country. At the request of State Highway Commissioner Bigelow the Pennsylvania Motor Vehicle Association, through Secretary Paul C. Wolf in the application of the new highway law of that state in the securing of which the federation took prominent part, requiring the posting of all main roads, which work will be amplified by the marking of the tributaries.

Recently the Associated Automobile Clubs was involved in an interview which State Road Commissioner Bigelow called for Secretary H. A. Bonnell pledged the aid of the state motorists in any plans decided upon by the commission, we recently realized that there are some things to do in order that New Jersey shall not lose her reputation for good roads. "The seashore state" is now adopting a form of maintenance which shall effectively cope with the multiplied uses to which the highways are now being subjected. Furthermore, the problem has reached an acute stage, for it is a deplorable fact that the once magnificent highways of the state are now being subjected to a more thorough and rugged attention to withstand present demands.

Mr. and Mrs. S. J. Barley are motoring today from Asbury Park to Washington, with the expectation of making a record run. During the past week Mrs. Barley, accompanied by her mother, Mrs. Vi-boud, and daughter, Miss Frances Barley, at Asbury Park, N. J. Mr. and Mrs. J. J. Bartram of this city. They are making the trip in a Franklin touring car and are expected here this evening.

William S. Duval, president of the Automobile Club of Washington, is said to be the originator of the following parody on "Laugh and the World Laughs With You; Weep and the World Weeps Along": "Joyride and the world joyrides with you; Mend tires and you mend tires alone."

Whitney Leary of the Hudson agency left yesterday for Kennelbunkport, Me., where he will spend the next three weeks with his family.

Sales of Maxwell cars were reported last week as follows: M. Easton, Fort Yellowstone; F. C. Davis, AB runabout; and P. L. Wagner, a five-passenger Columbia touring car, fully equipped.

Among those who received Ford cars during the past week were Dr. A. O. Etienne, model T, runabout; Guide Bros. & Co., model T, car; Dr. M. J. Ready, torpedo roadster; and Dr. W. C. Borden, touring car.

One of the welcomed developments in the automobile industry is the establishment of service departments by many of the most prominent manufacturers of motor cars and motor car accessories. When the automobile industry first began to grow the demand for cars was so great that the makers were compelled to devote all their efforts and time to getting out enough cars.

Of late years, however, the automobile business has been raised to a high-grade business standard, and the companies are now striving to care for their customers in the most careful manner. Service departments are now considered as vital adjuncts to motor car manufacturing companies. The makers recognize the relations with the customers should not cease when the machine or part has been sold. It is a part of the stipulation, the up-to-date manufacturer believes, to give the customer the very best attention possible after the sale has been made.

More money is being expended in the good roads movement throughout the United States this year than has ever before been utilized for this purpose. Some results of the work being done by the Touring Club of America in conjunction with the American Association for Highway Improvement toward educating the public to the value of improved highways throughout the country are illustrated in a chart just prepared by the United States office of public roads, which shows that nearly 15,000 miles of transcontinental, interstate and trunk line roads are contemplated in various sections of the country.

Automobile Calendar.

August 3-4-5—Galveston Beach races, Galveston Automobile Club.
August 12—Reliability run of Quaker City Motor Club, Philadelphia.
August 25-26—Elgin road races, Chicago Motor Club.
September 1—Reliability run for trucks of Chicago Motor Club, Chicago.
September 1—Oklahoma reliability run, Daily Oklahoman.
September 2-4—Brighton Beach races, New York.
September 4—Denver track race, Denver Motor Club.
September 7-8—Philadelphia track race, Philadelphia Automobile Trade Association.
September 7-8-9—Track meet, Minnesota State Automobile Association, Hamline track, Minnesota.
September 12-13—Track meet, State Automobile Association, Grand Rapids, Mich.
September 15—Track meet, Appalachian exposition, Knoxville, Tenn.
September 16—Track meet, Automobile Club and Dealers, Syracuse, N. Y.
September 23—Road race, Lowell, Mass., Lowell Automobile Club.
October 3-7—Track race, Danbury, Conn., Agricultural Society.
October 7—Fairmount Park road race, Philadelphia.
October 9-13—1,000-mile reliability, Chicago Motor Club.
October 16-18—Reliability run of Harrisburg Motor Club.
November 1—Track meet of Waco Automobile Club, Waco, Tex.
November 2-3-4—Reliability run of Quaker City Motor Club, Philadelphia.
November 9-11—Track meet, San Antonio Automobile Club.
November 7-10—Phoenix road race, Maricopa Automobile Club.
November 10—Track meet of Maricopa Automobile Club, Phoenix, Ariz.
November 27—Vanderbilt road race, Savannah, Ga.
November 30—Grand prix race, Savannah, Ga.
December 2-3—Los Angeles motordrome.
December 25-26—Los Angeles motordrome.

office of public roads, it does not, by any means, represent all the work that has been projected or is aided financially by the government. The 1909, in issuing the chart was merely to show the tremendous impetus that lately has been given to the non-union movement for improved public roads.

Practically every state in the Union is benefited to some extent by the proposed new highways, and the widespread interest in the good roads movement indicates that the time is not far distant when the United States will be interlarded by a complete system of good roads.

Estimates prepared by the office of public roads show that by improving 20 per cent of the roads of the nation almost the highest point of efficiency could be reached. Twenty per cent of the roads in each state could be improved by an expenditure of an average sum of \$5,000,000 per state, and the annual saving thereby in the wear and tear on horses, wagons and automobiles in the transportation of crops and increased land values is estimated at over \$1,000,000,000.

In this great movement the Touring Club of America, which is affiliated with the American Association for Highway Improvement, has played a part, and the chart is a clear object lesson of what the immediate future has in store for automobile tourists throughout the United States.

The chart, as prepared by the office of public roads, indicates the extent to which the good roads movement has taken hold of every part of the United States. The roads already improved, others having been planned, and many now under construction literally make a network covering the whole country.

With the fulfillment of all these plans, it will be possible to drive wagons and automobiles from the Atlantic to the Pacific coast, and from Vancouver, B. C., to the Gulf of Mexico, and from Montreal, Canada, to Miami, Fla.

The map prepared by the office of public roads, merely for the purpose of gauging the extent of the good roads movement as fostered by individuals, associations and communities, shows the following great highways in contemplation or actually under construction:

From Yellowstone Park to Glacier National Park, Yellowstone, Fort Yellowstone, the Big Hole battlefield and other interesting points in the Rocky mountains—a total distance of 40 miles.

The Pacific highway, from Vancouver, British Columbia, to Tijuana, Mexico, a distance of 2,000 miles.

The Memphis-to-Bristol highway, connecting Knoxville, Nashville and Jackson, a distance of 450 miles.

The Lincoln Memorial road, from Washington to Gettysburg, 40 miles.

The Sherman, Tex., to Galveston highway, 150 miles.

The central highway, from Morehead City, N. C., on the Atlantic ocean, to Paint Rock, on the French Broad river, Tenn., through Columbus, Ga., Raleigh, Greensboro, Salisbury, Charlotte and Asheville, N. C., 400 miles.

The Dupont highway, from the upper end of the lower end of Delaware, proposed by T. Coleman du Pont, who has offered to advance \$1,000,000 toward its construction; length of route 103 miles.

The Des Moines-Kansas City and St. Joseph trail.

The ocean to ocean highway, extending from Cumberland, Md., to Tacoma, Wash., passing over the old Cumberland road, through Columbus, Indiana, St. Louis, over Boone's Lick trail and St. Louis to Old Franklin, Mo., through Nebraska, Wyoming, Idaho, Oregon and Washington; length of route 3,800 miles.

The Montreal to Miami highway, passing through Albany, New York, Trenton, Richmond, Raleigh, Columbia, Savannah and Jacksonville.

The Lincoln way, from Louisville to Nashville, 150 miles.

The Capital to Capital highway, extending from Washington, D. C., to Jacksonville, through the capitals of the seaboard states, length of route 1,500 miles.

The Clay-Jackson Memorial highway, from Niagara Falls to New Orleans, via Zanesville, Ohio; Maysville, Ky.; Nashville, Tenn., and Meridian, Miss., 1,200 miles.

The "Red to Rio" highway, from Denison, Tex., to Dallas, Waco, Austin and San Antonio, connecting Houston and Galveston, 600 miles.

Although the chart was prepared by the